

LIQUID CRYSTAL DISPLAY DEVICE

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ABSTRACT OF THE DISCLOSURE

10 A liquid crystal display device has been disclosed.
The liquid crystal display device provides a display with
a high reflectance (high transmittance) and a high color
purity while maintaining white balance and adjusts the
white balance by changing the occupied area instead of
the transmission characteristics of a CF in order to
prevent yellowing of the display due to a low-temperature
15 light source.